

to improve the organizational effectiveness of the personnel of industrial enterprises.

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## THE PROGRAM “MYSTERY GUEST” AS A MECHANISM OF QUALITY CONTROL OF HOTEL SERVICES

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Modern tourism is as contradictory as the processes occurring in the modern world. But it was tourism that has become one of the ways of formation of human values, the most affordable way of knowledge, study and preservation of historical, cultural and natural heritage of the XXI century.

Tourism belongs to the service sector and is one of the largest and most dynamic sectors of the economy. High rates of development, large amounts of foreign exchange earnings greatly influence the various sectors of the economy, which promote the formation of their own tourist industry.

The problem of raising the quality of services is very acute today, as if the quality does not answer the expectations and needs of consumers - the demand will decrease. The main task of the company is to improve the quality of service constantly.

The main direction of the formation of competitive advantage is the providing

of a higher quality than competing firms. The key is to provide such services that satisfy and exceed expectations of its customers. Loss of customers usually leads to large losses for the company. On this basis, the manufacturer must find out as carefully as possible the needs and expectations of its customers. But, unfortunately, the quality of service is difficult to judge, and even harder to define. One way to define and improve the quality of services is the program "Mystery Guest".

Problems of quality control services of travel agencies for many years have been considered by the most famous authors of scientific papers. Gronrus K., A. Parasuraman,

B. Zeytaml and L. Berry considered the concept of "quality" from different perspectives, as well as developed an integrated model of service quality, which reflected the basic requirements for the expected quality of service.

Charles Bernard developed the concept of the "neutral zone." Based on the concept of neutral zones C. Bernard E. and N. Turgeon Kedott created a typology of the effectiveness of the control elements, which can be used to create a classifier and the possibility of comparative analysis.

The concept of "quality" from the point of view of the consumer is considered by many authors. Thus,

F. Tatarsky argues that "quality does not happen, but it is only in relation to the specific requirements of individual customers and is usually a kind of compromise between quality and price." Despite the fact that the theme of improving the quality of services is sufficiently mature, it is still relevant and understudied.

The "Mystery Guest" in the food industry, hospitality and entertainment is one of the most effective solutions in quality management, which over the past decade has been an integral part of the work of many enterprises. This service (expert program) is performed for the institutions of any level and format and can be ordered from the owner of the business as a separate or additional activity during the audit.

The project aims to improve the quality of customer service network through the introduction of the evaluation system "Mystery Guest". The objectives of the project are: the translation of a regular evaluation form with the help of the program, receiving prompt and reliable data for evaluation and timely elimination of deficiencies in the quality of customer service, creating a system of motivation of the personnel of the enterprise, take into account assessments of secret guests.

The basis of quality service is professional training and standardization activities. Service standards are generally accepted and developed under the concept. In fact, this is the description of what the employee must do, what is permissible and what is prohibited, how he should behave in a given situation.

When an institution enters into operation, and the system will work, it's time of verification of its operation in practice. At this point it is intruded into the effect of the program "Mystery Guest". Recruited, trained people come from the travel agency company and observe the work of the staff as the guests. The check takes several days, with various situations. There is observation of personnel behavior during the maintenance, and its ability to solve the problems.

Next comes the analysis of the collected data, and then a program is built of

training and motivation of a single company and its each employee. At the same time the results of the control program "Mystery Guest" are used primarily for the correction of work and learning, rather than penalties.

Experts determine the necessity of the "mystery guest" for:

- Assessing the competitiveness;
- assessing the correctness of the choice of the target audience;
- conformity assessment of the selected concept;
- identifying ways and methods of exit from the crisis;
- identifying ways to further successful promotion of the project (brand);
- determination of compliance with standards of service;
- identifying ways to improve the image of the company.

If the majority of tourism enterprises benefits from this program, the quality of service will be increased and, consequently, the competitiveness will also be increased.

From the above it can be concluded that the acute problem of the quality of service is that the consumer wants to receive quality service, but he does not always get it. This problem was investigated by many foreign and domestic authors, but the problem still remains relevant.

One mechanism for identifying and improving the quality of services is the program "Mystery Guest", which includes a visit of trained people to tourist enterprises where they rate the quality of services provided by the staff. "Mystery Guest" is an ideal solution for the control of service and achievement of its higher standards. At low cost program it has practically unlimited possibilities in respect of improving service.

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## **WELNESS TOURISM**

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Wellness tourism was considered as a part of regular tourism, and now it has become a separate category. People are finding new ways to celebrate their happiness and a healthy vacation is one of them too.

Today, people want to achieve more in less time and this leads to stress. Wellness tourism is a great way to reduce stress and feel energetic. With no doubt, business professionals are one of the most stressed groups. Many wellness tourism resorts and hotels offer special packages to business professionals. This includes conference halls where they can attend their meetings. Wellness resorts and hotels